

Serial No. 10/628,581

**REMARKS**

Claims 1-7 and 10-23 are now pending herein with Claims 1, 11, 16, and 23 being independent claims. Dependent Claims 8 and 9 are canceled herein. Claim 23 is new.

As a preliminary matter, the Applicant notes that the Office Action only dealt with Claims 1-17. Claims 18-22 were added in the Preliminary Amendment of July 28, 2003. Entry of the Preliminary Amendment is noted in the PAIR system.

**Claim Objections**

In Claims 2-7, 10, 12-15, and 17-22, the use of "A" has been changed to --The—. The Applicant submits that these amendments in no way limit the scope of the claims.

**35 U.S.C. §102:**

Claims 1-17 were rejected under 35 U.S.C. §102(b) as being anticipated by U.S. Patent No. 4,788,269 to Haferl. Haferl was described as showing a display controller and a method of controlling an electroluminescent display where the brightness of the segments can be varied.

The Applicant respectfully traverses the rejection. Haferl relates to a signal generator for the scan line of a CRT apparatus such as a television. *See* col. 1, lines 4-8. The signal is supplied to the coils at the rear of the CRT and sweeps the electron beam across the tube. The visibility of flicker thus may be varied. This signal, however, has no effect upon the brightness of the illuminated segments. Controlling or varying the brightness of the segments is specifically claimed in independent Claims 1, 11, 16, and 23. The Applicant therefore asserts that the independent claims, and the dependent claims thereon, are patentable over the cited reference.

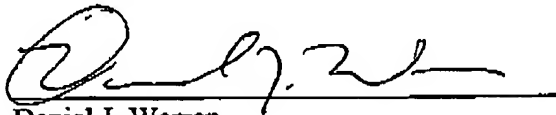
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The Applicant notes that it has amended independent Claim 1. The Applicant has added the limitations largely of dependent Claims 8 and 9, now cancelled. The amendment was made to bring the claim in line with the corresponding PCT application.

### CONCLUSION

The Applicant believes that it has responded to each matter raised in the Office Action. Allowance of all claims is respectfully solicited. Any questions may be direct to the undersigned at 404.853.8028.

Respectfully submitted,



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